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SUBJ: HR DESIGN NEWS CORNER: ESTABLISHING DHS AS EMPLOYER OF CHOICE, DHS TODAY APRIL 2, 2004.

1. AS WE CONTINUE TO REVIEW THE PUBLIC COMMENTS ON OUR PROPOSED HR SYSTEM, WE WANTED TO TAKE THIS OPPORTUNITY TO HIGHLIGHT OTHER HR INITIATIVES. THE FIRST TO BE HIGHLIGHTED IS ESTABLISHING DHS AS THE "EMPLOYER OF CHOICE."

2. THIS SUMMER, THE CHIEF HUMAN CAPITAL OFFICE IS PLANNING TO LAUNCH AN EXCITING RECRUITING AND MARKETING CAMPAIGN TO ESTABLISH A STRONGER IDENTITY FOR THE DHS, STRENGTHEN THE DEPARTMENT'S IMAGE WITH POTENTIAL APPLICANTS, ATTRACT HIGH CALIBER AND DIVERSE CANDIDATES, AND RETAIN OUR VALUED EMPLOYEES. THROUGH A VARIETY OF CREATIVE EFFORTS, DHS SEEKS TO DIFFERENTIATE THE DEPARTMENT AND LINK ALL ASPECTS OF THE EMPLOYMENT EXPERIENCE, SUCH AS HIRING AND ORIENTATION, TO OUR MISSION OF SECURING AMERICA. DEVELOPING AND CULTIVATING THE IMAGE OF DHS THROUGH THIS CAMPAIGN, ALONG WITH THE OTHER SIGNIFICANT CHANGES WE ARE PROPOSING FOR OUR HUMAN RESOURCES MANAGEMENT SYSTEMS, WILL INCREASE OUR ABILITY TO ATTRACT AND RETAIN THE BEST AND THE BRIGHTEST PEOPLE.

3. WORKING IN CONCERT WITH THE OFFICE OF PERSONNEL MANAGEMENT'S CENTER FOR TALENT SERVICES OVER THE NEXT SEVERAL MONTHS, DHS WILL LAUNCH A RECRUITING AND MARKETING INITIATIVE DESIGNED TO:

A. IMPROVE RECRUITMENT EFFORTS AND MARKET DHS AS AN EMPLOYER OF "FIRST CHOICE." THE EFFORT WILL SUPPLEMENT EXISTING RECRUITING EFFORTS, BUT WILL ALSO ENTAIL THE CREATION OF NEW MATERIALS HIGHLIGHTING THE UNIQUENESS OF DHS COMPONENT AGENCIES, OUR EXTENSIVE EMPLOYEE BENEFITS, AND THE VARIETY OF OPPORTUNITIES AVAILABLE THROUGHOUT THE DEPARTMENT. THE CAMPAIGN WILL INCLUDE THE DEVELOPMENT OF TRADESHOW BOOTHS, TABLETOP DISPLAYS, AND VIDEOS, SUCH AS THE RECENT ANNIVERSARY VIDEO, TO BE USED AT JOB FAIRS AND OTHER RECRUITING VENUES. WE ARE COMMITTED TO ENCOURAGING THE BEST AND THE BRIGHTEST PEOPLE TO JOIN DHS AND ESTABLISH CAREERS WITH US. WE BELIEVE THIS CAMPAIGN REPRESENTS AN EXCELLENT STEP IN THAT DIRECTION.

B. ENHANCE THE OVERALL EMPLOYMENT EXPERIENCE AND CREATE A DHS-EMPLOYEE PARTNERSHIP FROM THE START. AS PART OF THIS INITIATIVE, WE WILL CREATE A COMPREHENSIVE DHS NEW HIRE EMPLOYEE ORIENTATION. THE GOALS OF THIS ORIENTATION ARE TO PROVIDE A CONSISTENT FIRST IMPRESSION OF DHS, FAMILIARIZE NEW STAFF WITH THE DEPARTMENT'S OVERALL MISSION AND STRUCTURE, DESCRIBE THE UNIQUE COMPONENTS THAT COMPRISE THE DEPARTMENT, AND HELP NEW EMPLOYEES ASSIMILATE INTO THE DHS CULTURE.

C. CREATE A SIGNIFICANT AND POSITIVE IMPACT ON DIVERSITY EFFORTS. THE DEPARTMENT REMAINS FULLY COMMITTED TO DIVERSITY IN OUR RANKS, INCLUDING INDIVIDUALS WITH DISABILITIES. AS SUCH, ONE OF THE PRIMARY GOALS OF THIS NEW INITIATIVE IS TO REACH ALL CANDIDATES AND ENSURE THAT CANDIDATES AND EMPLOYEES HAVE EQUAL ACCESS TO INFORMATION ON WHAT DHS CAN OFFER THEM.

4. WE WILL BE WORKING CLOSELY WITH COMPONENT AGENCIES TO SEEK THEIR INPUT IN THE DESIGN, DEVELOPMENT, AND IMPLEMENTATION OF THIS RECRUITING AND MARKETING CAMPAIGN AND LEVERAGE BEST PRACTICES. THIS INVOLVEMENT WILL INCLUDE EMPLOYEE FOCUS GROUPS TO ENSURE DIVERSE PERSPECTIVES ARE CAPTURED. WHILE ONE OBJECTIVE OF THIS EFFORT IS TO CREATE A POSITIVE IMAGE FOR THE DEPARTMENT AND PRESENT "ONE FACE" TO THE PUBLIC, THIS EFFORT ALSO WILL ENSURE THAT WE CAPTURE THE VALUE AND UNIQUENESS EACH OF OUR EMPLOYEES AND COMPONENT AGENCIES

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5. STAYED TUNED FOR MORE INFORMATION ABOUT THIS EXCITING INITIATIVE. WE ARE CONFIDENT THAT OUR RECRUITING AND MARKETING CAMPAIGN WILL HELP US CONTINUE TO HIRE AND RETAIN TALENTED PEOPLE WHOM WE CAN ENTRUST WITH THE MISSION OF SECURING OUR HOMELAND.

6. SEND US YOUR FEEDBACK. WE CONTINUE TO WELCOME YOUR FEEDBACK VIA THE HR MAILBOX AT HRDESIGN@DHS.GOV.

7. Q&A

Q: WHY IS DHS PLANNING A NEW RECRUITING AND MARKETING INITIATIVE WHEN THERE CURRENTLY IS A HIRING SUSPENSION AT CBP, ICE, AND CIS?

A: THE DHS RECRUITING AND MARKETING EFFORT IS A LONG TERM, AGENCY-WIDE INITIATIVE WHEREAS THE HIRING SUSPENSION IS TEMPORARY AND ONLY APPLICABLE TO CBP, ICE, AND CIS. FURTHERMORE, THE RECRUITING AND MARKETING INITIATIVE IS ABOUT MORE THAN JUST NEW HIRES. IT IS ABOUT BUILDING A STRONG AND POSITIVE IDENTITY FOR DHS, AND AS AN EMPLOYER, PRESENTING A UNIFIED FACE TO THE AMERICAN PUBLIC.

Q: HOW WILL THE HIRING SUSPENSIONS AT CBP, ICE, AND CIS IMPACT THE NEW HR SYSTEM?

A: THE HIRING SUSPENSIONS AT CBP, ICE, AND CIS WILL NOT IMPACT ANY OTHER AGENCY PROGRAMS OR INITIATIVES INCLUDING OUR PLANS FOR A NEW HR SYSTEM. ADDITIONALLY, THE SUSPENSION WILL NOT STOP INTERNAL PROMOTIONS, INCLUDING CAREER LADDER PROMOTIONS OR WITHIN GRADE INCREASES.

8. INTERNET RELEASE AUTHORIZED.

9. RELEASED BY RONALD, R. KOGUT, CHIEF, OFFICE OF CIVILIAN PERSONNEL.

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